

# Let's Talk Motorcycle Safety



We're Arizona motorcycle enthusiasts, working for our fellow riders. But we need your help, in the form of a tax-deductible contribution, to achieve our goals. All proceed funds go to the AMSAF mission of promoting motorcycle safety and awareness.

**Ask how you can help.**

*Charitable Organization 501(c)(3)*

*A non-profit organization dedicated to motorcycle safety and awareness.*



## Chairman's Letter

Thank you for your interest in the Arizona Motorcycle Safety and Awareness Foundation (AMSAF), a non-profit 501(c)(3) Foundation established in 2011. Our name says it all: we aim to reach out to the entire motorcycle riding community and Arizona citizen, to promote and improve the well-being of motorcycle riders.

Our passion for motorcycles and the riding experience fuels our mission to make motorcycling safer and more enjoyable. We will do this through quality education and training for both current and new riders, and by reaching out to non-riders. To accomplish this goal, we need your financial assistance. Your contribution will allow us to make use of every conceivable media format to inform and educate riders and the general public.

You'll be hearing more about our organization in the coming months and years. For now, thank you for your involvement with and appreciation for motorcycle safety.

Sincerely,

Mick Degn  
Chairman, AMSAF

Motorcycling has soared in popularity as a recreational activity and mode of transportation. There are more than 160,000 registered motorcycles in Arizona and this number continues to grow. According to the Governors Office of Highway Safety, Arizona has averaged more than 3000 motorcycle accidents each year and those figures also are increasing. Clearly, there are more reasons than ever to promote motorcycle safety and awareness.

That is AMSAF's mission. We're Arizona motorcyclists working for our fellow riders and, with your tax-deductible contribution, here is how we intend to meet the foundation's goals:

- Promote various media campaigns and public safety announcements
- Develop motorcycle education, training and awareness programs
- Create legislation directly affecting motorcycle safety and awareness
- Support rider-training assistance programs

## Vision and Objectives

Our vision is to foster a safe and friendly motorcycle-riding environment for all Arizona motorcyclists to enjoy. Here's our plan:

- Produce public service announcements, seminars and DVDs with the theme, "Watch out for motorcycles!"
- Produce educational materials emphasizing the importance of riding responsibly and the perils of impairment
- Create multi-media marketing campaign using TV, radio, billboards, newspapers, magazines, and the Internet to promote motorcycle safety and awareness
- Promote Arizona legislation to enhance motorcycle safety and awareness
- Promote rider-training assistance programs
- Work with the Arizona Department of Transportation to minimize road conditions uniquely hazardous to motorcycles



LEARN MORE AT [WWW.AMSAF.ORG](http://WWW.AMSAF.ORG)

**ARIZONA MOTORCYCLE SAFETY  
AND AWARENESS FOUNDATION**